

## **Slough Wellbeing Board Communications and Engagement Strategy**

### **Introduction**

This communications and engagement strategy has been developed for the Slough Wellbeing Board (SWB) whose overarching plan is to improve the wellbeing of residents and reduce health inequalities across the borough.

Given that a network of Priority Delivery Groups (PDGs) is in place to act as the vehicle for the delivery of the board's priorities, it is envisaged that each PDG will have its own communications and engagement plan that links directly to its delivery plan and ultimately the Slough Joint Wellbeing Strategy (SJWS). It is here the majority of the communications activities will be delivered.

This communications and engagement strategy is therefore a broad plan that looks to set out the short term messages the board would like to communicate about itself and its key agenda items, and how these can be delivered. It does not, at this stage, look at campaign messaging which is in the process of being delivered.

The approach to communications will need to be inclusive, as the aim would be to incorporate existing strategies and programmes, and ensure it does not reinvent where communications is working effectively. To ensure there is no duplication, this strategy does not look to create new communication channels or networks. It will instead use existing tried and tested communications methods and look to use campaigns, plans, activities across partner organisations to communicate the messages of the SWB.

### **Communication and engagement values**

Our values for communications are to be:

- open and honest, demonstrating integrity and public accountability
- clear, simple and easily understood
- appropriate to the target audience
- consistent with local and national messages
- professional in style, tone and content.

Our values for engagement are to:

- engage with honesty being clear about purpose and what is possible
- go out to communities and engage with people on their terms using appropriate engagement methods
- ensure dialogue is two-way, listen and encourage constructive criticism
- be accountable and act upon feedback
- let people know what we have done.

## **Communications Objectives**

The SWB's communications and engagement objectives are to:

- keep all stakeholders engaged and informed about the work of the SWB including the development and delivery of the SJWS
- provide a framework for two way engagement, so the work of the PDGs is shaped and informed by the feedback and perspectives of stakeholders
- increase local awareness of, interest in, and engagement with SWB
- design and deliver specific communication and engagement activities in support of the Joint Strategic Needs Assessment (JSNA), for example launch of the new website
- generate publications, articles and media coverage about health and wellbeing priorities in Slough, through the work of the board, its constituent organisations and wider stakeholders
- collaborate with communication and engagement specialists from the board's constituent organisations and wider stakeholders so that we jointly deliver a consistent set of messages about local health and wellbeing priorities, and avoid duplication of effort.

## **Audience/stakeholders**

The board works with many individuals and stakeholder groups. Communication and engagement needs are different in different settings and our response needs to be inventive and flexible. We will work to evaluate our stakeholders so that communications can be effectively delivered and engagement activities made appropriate and meaningful.

The following stakeholders have been identified:

- ✓ people who use services
- ✓ people in greatest need
- ✓ the general public
- ✓ minorities and seldom heard communities
- ✓ staff – front line staff
- ✓ commissioners and councillors
- ✓ service providers (including voluntary, community and faith sector organisations)
- ✓ police and fire service
- ✓ primary care, medical practices, other medical contacts
- ✓ strategy, policy, planning and scrutiny groups
- ✓ business/private sector

- ✓ schools and colleges

Rather than establish a catch-all list of audiences, it is proposed to look at each individual campaign or piece of communication activity and define the audiences and therefore the channel strategy to reach them on a case-by-case basis.

### **A priority audience**

To achieve the objectives of better health and wellbeing, reduced inequalities and effective use of services, it is appropriate to acknowledge that some sections of our population will benefit from a more intensive and sustained approach to communications. The board will undertake campaigns that target communities and groups in areas of greatest need, where people have a greater requirement for information and opportunity. Understanding the need for targeting will be based on needs assessment established through the JSNA and local intelligence.

### **Messages**

#### **Short term messaging – establishing the role of the board**

At this stage of the board's development, there is still a lack of wider public understanding about the purpose of the board.

Therefore a simple descriptor has been developed:

“The Slough Wellbeing Board is a place where health and social care partners collectively take the lead on improving health and wellbeing outcomes and reducing health inequalities for the residents of Slough.”

This would be deployed across all initial communications and would, for example, provide simple opening text on websites, marketing material and other channels.

Early key communication messages include:

- membership details, who the board are and what it aims to do
- context in which the board is working
- what the board is and what it is not – myth busting
- accountability amongst the board – governance and links to for example, Slough Children and Young People's Partnership Board, Safer Slough Partnership etc
- links to others in the system – role of overview and scrutiny, health scrutiny panel, Slough Healthwatch

In addition to the short term messages a set of simple messages will be promoted throughout our communications. These include:

We are working to:

- make Slough a healthier place

- give people greater choice and independence
- reduce inequalities through services accessible to all
- involve people in the shaping of local priorities
- secure high quality services for all users

We want people to:

- be responsible by looking after their own health, welfare and wellbeing
- be informed through receiving good advice and information
- be empowered to develop their skills and get a job
- be assisted through getting the right help at the right time
- be involved by working together with us

## **Communication methods**

The following methods are available to the SWB for consideration when communicating its key messages:

\*Internal - established internal communications channels across partner organisations will be used to highlight SWB's priorities, and in the initial stages of communications, increase awareness and understanding of its role.

- internal publications
- staff emails
- face-to-face briefings and events
- leaflets/fliers, posters, notice boards
- staff blogs.

\*External:

- external council and partner publications (Citizen, Streets Ahead)
- websites (council and partners – particularly voluntary and community sector)
- work with local media (press releases, media briefings, features)
- social media (Twitter, Facebook)
- online videos (YouTube)
- SMS group messaging
- leaflets/fliers, posters and other printed marketing tools i.e. billboards, bus stop adverts, merchandise
- radio advertising
- community messaging, group emails
- face-to-face briefings and events (i.e. public meetings, road shows/exhibitions)
- local community events
- social marketing campaigns.

\*Partner organisations' communication channels need to be included within the list.

## **Action Plan**

The communications and engagement plan has been shaped by the SWB's work programme (namely the SJWS) for the coming year and has been broken down into the following phases:

Phase 1 – SWB awareness building

Phase 2 – Communications and engagement on emerging priorities and the cross cutting themes

Phase 3 – Communications on the refresh of the JSNA and the JSWS.

The work of Slough Healthwatch will be a thread that runs right through the plan allowing for joint working and promotional opportunities to be fully exploited.

See appendix 1 for a detailed plan of communication activities for the year.

## **Monitoring and evaluation**

Methods of evaluating the communication activities:

- web monitoring - tone of online news articles and number of views, hits on websites, number of YouTube views, followers on Twitter, Facebook 'likes', number and tone of comments (positive/negative)
- media monitoring - checking local media and evaluating whether coverage is positive or negative
- surveys - surveying staff and members of the public
- face-to-face feedback - speaking to staff and members of the community at events i.e. diversity conference
- staff and residents satisfaction surveys – to establish a baseline and chart our progress in improving the wellbeing of residents and reducing health inequalities across the borough
- health and wellbeing and other types of research - to establish a baseline and monitor our performance against it on an annual basis
- Slough Joint Wellbeing Strategy – feedback and input from residents and interested parties.

**11 June 2013**



## Appendix 1

This table provides a summary of key Slough Wellbeing Board communications activities for 2013/14. This will be developed further as the work of the board develops.

Phase 1 – SWB awareness building (August 2013 – December 2013)

Phase 2 – Communications and engagement on emerging priorities and the cross cutting themes (September 2013 – September 2014)

Phase 3 – Communications on the refresh of the JSNA (?) and the JSWS (July 2014))

What	How	Cost	When	Who
<b>Phase 1 – SWB awareness building</b>				
To provide a framework for two way engagement, so the work of the SWB and the PDGs is shaped and informed by the feedback and perspectives of stakeholders.	Develop comprehensive internal and external stakeholder database, taking into account stakeholder mapping. To be circulated to all relevant parties; any gaps to be identified			
	Ensure mechanisms in place for regular dialogue with lead stakeholders			

To keep all stakeholders engaged and informed about the work of the SWB.	Develop initial briefing explaining what the SWB is, and progress so far, for internal and external stakeholders, and distribute			
	Develop and distribute further quarterly briefings about progress of the board, as required			
	Develop a web presence - each organisation on the board to link to Slough Borough Council's website and the JSNA once it is available			
	Develop and agree a comprehensive, ongoing timetable of communication and engagement activities including network meetings, launch of board and strategy etc.			
	One large engagement event to be delivered annually for a wide range of stakeholders on the board's overall activities and deliverables.			
	Use internal communications channels to inform and engage staff about the work of the SWB			
<b>Phase 2 - Communications and engagement on emerging priorities</b>				
To communicate the work of the PDGs and the emerging	Develop a communication and engagement plan for each of the PDGs, showing the key activities and milestones for their			



priorities coming out of the SJWS and the PDGs	work plan and how specific communication and engagement activities will be delivered in support of their plans.			
	Engage with the public through a targeted programme of health and wellbeing improvement activities planned to an annual calendar, led by the public health team. This will include health and wellbeing campaigns of national and local relevance, including those linked to the priorities (and especially the 'what residents can do' sections under each priority) within the SJWS.  Opportunities to align and coordinate nationally driven campaigns with other public health teams in Berkshire should be considered where relevant.			
	Use the mapping exercise recently undertaken by the council to identify current or planned communications activities that look to encourage local people to become more involved in taking responsibility for their wellbeing. The exercise identified a wealth of activity already taking place and the SWB should consider using this to deliver their work.			
<b>Phase 3 - Communications on the refresh of the JSNA and the JSWS</b>				
	Develop an engagement plan to ensure there is proactive engagement of local stakeholders when refreshing the JSNA			

	Design and deliver specific communication and engagement activities in support of the JSNA, for example launch of the new website			
	Develop an engagement plan that looks to involve stakeholders in the development of the next SJWS (2014)			